

THE DAILY HERALD

SATURDAY, MAY 29, 1897.

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ADVERTISING RATES.
Rates of advertising in the Daily or Weekly edition made known on application at the publication office. Oring up telephone number 115, and a representative of the business department will call and quote prices and contract for space.
Locals 10 cents per line in every instance for first insertion, and 5 cents per line for each additional insertion.
Legal notices of every description \$1 per each insertion.

BOOK AND JOB PRINTING.
The HERALD is fully prepared to do all kinds of plain and fancy printing in the latest styles. Work perfectly and promptly done.

THE WEEKLY HERALD.
A large eight page paper giving the local events of the week, published every Saturday. Just the paper to send friends for information regarding El Paso. Price \$2.00 per year—six months \$1.00.

BRYAN is determined to keep himself before the people. He is to tour California and Oregon in July.

THE senate is making rapid progress on the tariff schedule, and so far has adopted each item considered just as it was reported back from the committee.

THE report comes from China that in the far away province of Kweisan Christian missionaries have again been attacked and one Catholic priest murdered.

MOST of the technical and many of the news journals of this country continue to advocate the adoption of the metric system of weights and measures by the United States.

HEREAFTER there will be no delegates from Loving county in democratic congressional and judicial conventions to create trouble, as a bill to abolish Loving county and attach it to Reeves has become a law.

THE servant girls of several of the more northern states of the middle west have organized the American Servant Girls' association, one of the purposes being to "enjoy freedom from bondage on the Sabbath day."

SINCE her awakening, Japan, like Mexico, is moving forward by leaps and bounds. A concession has just been obtained for a great ship canal across the island empire, to connect the Japan sea with the bay of Osaka.

THE Dallas News, an independent democratic paper, calls attention to the fact that "the organs (of that party) are still as mute as mice over the failures of a democratic legislature to stand by the pledges of the democratic party."

THE young men of Raton Rouge, La., have formed a club that ought to be duplicated in every village, town and city ward in the United States, its object being to discourage exaggeration. Certainly the country is sorely afflicted with that form of lying.

STATISTICS recently compiled in Georgia show frightful ravages of consumption among the colored people, and the prediction is made that unless something can be done to check the disease the extinction of the race on this continent is only a question of time.

AMERICAN capital continues to pour into Mexico by the million. Projects already under way promise to draw into the single state of Chihuahua from four to five millions of dollars during the current year, chiefly from New York—the sugar trust, Traction company and Standard Oil people being the investors.

SOME one having circulated the report about Chattanooga that the grand jury had sufficient evidence before it to justify an indictment against Circuit Judge Estill for drunkenness, that official, on hearing of it, called the grand jury before him and ordered it to proceed at once to indict him if they deemed the evidence sufficient.

THE Spanish minister, at Washington says he would suffer both of his hands cut off before he would sign a document ceding Cuba or any square foot of Spanish territory to any foreign country for a money consideration. He says if any other country acquires Cuba, it will be through war—"bitter, relentless, bloody and destructive war."

MAJOR GINTER, of Richmond, the tobacco man, who has recently retired from active business worth \$8,000,000, laid down his musket at Appomattox and didn't have a dollar. He footed it to Richmond and got a job at rolling a truck at a dollar a day and stuck to it for six months until he saw a chance to do better. (Wilmington Star.) If he could have prevailed on a political friend to have secured him a customs-house clerkship he might have been today standing on the corner, rolling his own cigarettes, and borrowing twenty-five cents a day for a living.—N. O. Picayune.

MEMBERS of the Greek cabinet are airing their views on the causes and consequences of the eastern war. M. Skouloudis, minister of foreign affairs, says, frankly: "Greece had no national grievance against Turkey, and with-

SHORT TALKS ON ADVERTISING

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NO. 21.

Preferred Positions.

Striking display is nearly as good as preferred position. All that either will do is to catch the first glance of the reader. After that the wording and the reader's needs and ideas decide the fate of the ad.

The importance of attracting attention to an advertisement is, I think, greatly overrated. A great many people place this feature of the ad first, whereas it seems to me it should come last. The first thing to do is to find something good to say, and then say it in a plain, entertaining, convincing way. After that is done, look out for the display.

A great many seem to think that catching the reader's eye and getting his attention is the most that an advertisement can do, and that when it has done this, there is nothing more to be desired.

This is undoubtedly true in some cases, but never, I think, in retail advertising. Of course, if an ad doesn't attract attention, it will not be read, and therefore will be useless, but any ad in any newspaper will be sure to get some readers, whether it is displayed or not, and I would rather take my chances of convincing a few than of merely attracting a great many without telling them anything or convincing them of anything in particular.

A retail advertisement has two missions, the first of which really carries the other one with it without any additional effort. The ad should be designed with the idea of selling something immediately. While it is doing this, it will have the same cumulative effect that would come from an ad designed solely for this purpose.

Good display is a good thing, but think of it last. What is the use of displaying an ad that does not advertise?

OUR PUBLIC SCHOOLS.
Facts Taken From a Report to National Bureau of Education.
The following information is gleaned from a report of the city public schools to the Bureau of Education at Washington, D. C., which contains so much valuable information that it is deemed wise to print it.
Report of the schools of El Paso, Texas; Superintendent G. P. Putnam, for school year ending May 21, 1897.
Estimated population of city 15,000.
Population of legal school age by last scholastic census, male, 783; female, 850; total 1442. Estimated number of pupils in parochial and private schools who did not attend the public schools during the year, 400.
Facts regarding the PUBLIC DAY SCHOOLS, including elementary, high, and public kindergartens: Number of years required to complete the entire course of study, 12. Different pupils enrolled, male, 646; female, 724; total 1370. Number of days the schools were actually in session, 180. Aggregate number of days attendance of all pupils, 153,643. Average daily attendance, 859. Number of supervising officers, male, 1; female, 2; total 3. Regular teachers, male, 2; female, 21; total 23. Number of different buildings used, 5. Number of seats or sittings for study, 1,146.

HIGH SCHOOL.
Number of such schools, 1. Number of instructors, 4. Number of different pupils enrolled, male, 28; female, 38; total, 66. Number graduated during 1896-97, male 2, female 5, total 7. Number of years of high school course, 4.
FINANCIAL STATEMENT.
Estimated actual value of public property used for school purposes (including real estate, furniture, school libraries, apparatus, etc.) \$74,450. Receipts for school year 1896-97, from state apportionment, \$8,485.74; from city taxes (September to June) \$17,718.1. Total, \$24,203.85. Expenditures for fiscal year 1896-97, for salaries of teachers and supervising officers, \$21,175; current expenses, including pay of clerks and janitors, fuel, light, text books, stationery, ordinary repairs, etc., \$4,269.92. Total, \$25,445.92.
A Good Suggestion.
If the president is anxious to get a couple of good men to be the marshals of Arizona and New Mexico the Liberal would suggest that he subject applicants to the following civil service examination: Ask all candidates how they would proceed to arrest, dead or alive, the remnant of the "Black Jack" gang. When each had expounded how he would do it tell him to prove it and promise to appoint the man who succeeded in bringing the gang in.—Don Kedzie.
The regents of the New Mexico military institution are busily engaged considering propositions on plans, etc., and Architect Carr is interviewing the carpenter field to allow all our woodworkers a chance to figure on the erection of the building. A large two-story hotel will be erected as soon as the institute building is under fair headway.—Roswell Register.

Something to Know.
It may be worth something to know that the very best medicine for restoring the tired out nervous system to a healthy vigor is Electric Bitters. This medicine is purely vegetable, acts by giving tone to the nerve centres in the stomach, gently stimulates the Liver and Kidneys, and aids these organs in throwing off impurities in the blood. Electric Bitters improves the appetite, aids digestion, and is pronounced by those who have tried it as the very best blood purifier and nerve tonic. Try it. Sold for 50c or \$1.00 per bottle at W. A. Irvin & Co's drug store.

Mr. and Mrs. Will Leahy returned from El Paso Saturday evening. At the depot they were met by a large number of friends, who had secured the services of the Lordsburg band, and were escorted to Mr. J. A. Leahy's residence. They commenced house-keeping in their new residence on Monday.—Liberal.
Assist Nature.
A little now and then, with a gentle, cleansing laxative, thereby removing offending matter from the stomach and toning up and invigorating the liver and quickening its tardy action, and you thereby remove the cause of a multitude of distressing diseases, such as headaches, indigestion, biliousness, skin diseases, boils, carbuncles, piles, fistulas and maladies too numerous to mention.
To accomplish this purpose, Dr. Pierce's Pleasant Pellets are unequalled. Once used, they are always in favor. Their secondary effect is to keep the bowels open and regular, not to further constipate, as is the case with other pills. Hence their great popularity with sufferers from habitual constipation, piles and indigestion.

Merit Talks
"Merit talks" the intrinsic value of Hood's Sarsaparilla. Merit in medicine means the power to cure. Hood's Sarsaparilla possesses actual and unequalled curative power and therefore it has true merit. When you buy Hood's Sarsaparilla, take it according to directions, to purify your blood, or cure any of the many blood diseases, you are morally certain to receive benefit. The power to cure is there. You are not trying an experiment. It will make your blood pure, rich and nourishing, and thus drive out the germs of disease, strengthen the nerves and build up the whole system.

Hood's Sarsaparilla
Is the best, in fact—the One True Blood Purifier. Prepared only by C. I. Hood & Co., Lowell, Mass.
Hood's Pills Do not purge, pain or gripe. All druggists.

To Put On
needed flesh, no matter how you've lost it take Dr. Pierce's Golden Medical Discovery. It works wonders. By restoring the normal action of the deranged organs and functions, it builds the flesh up to a safe and healthy standard—promptly, pleasantly and naturally. The weak, emaciated, thin, pale and puny are made strong, plump, round and rosy. Nothing so effective as a strength restorer and flesh maker is known to medical science; this puts on healthy flesh not the fat of food liver oil. It rouses every organ of the body to activity, purifies, enriches and vitalizes the blood so that the body feels refreshed and strengthened. If you are too thin, too weak, too nervous, it may be that the food assimilation is at fault. A certain amount of bile is necessary for the reception of the fat foods in the blood. Too often the liver hinders back this element, which would help digestion. Dr. Pierce's Golden Medical Discovery stimulates, tones up and invigorates the liver, nourishes the blood, and the muscles, stomach and nerves get the rich blood they require.

The total present number of employees of the United States government is 220,594, excluding judicial and legislative appointees, but including the army and navy and the marine corps. The number of railway employees in 1895 was 785,034, being 98,598, or 11 per cent, less than 1893, although the railway mileage had increased 4,380 miles. The number of persons employed per mile operated in 1893 was 5.04, and but 4.30 in 1895, a reduction of over 13 per cent.

The Best Remedy for Rheumatism.
From the Fairhaven, (N. Y.) Register.
Mr. James Rowland of this village, states that for twenty-five years his wife has been a sufferer from rheumatism. A few nights ago she was in such pain that she was nearly crazy. She sent Mr. Rowland for the doctor, but he had read of Chamberlain's Pain Balm and instead of going for the physician he went to the store and secured a bottle of it. His wife did not approve of Mr. Rowland's purchase at first, but nevertheless applied the balm thoroughly and in an hour's time was able to go to sleep. She now applies it whenever she feels an ache or a pain and finds that it always gives relief. He says that no medicine which she had tried did her as much good. The 25 and 50 cent sizes for sale by all druggists.

An Open Letter.
HOUSTON, Texas, May 19th, 1897.—Col. W. D. Cleveland, Q. M. G., U. C. V., Division of Texas, Houston, Tex.
Dear Sir:—In promulgating advice to the confederate veteran camps throughout the state concerning the rates and arrangements made for handling those who will attend the Reunion at Nashville in June, we beg that you will embody in your advice the following information concerning our line:
The price of tickets from any main line point in Texas between Houston and Dallas and Ft. Worth, or along the line of the H. & N. R. R., M. & T. R. R., or between Rosenberg, Ft. Worth and Dallas, on the line of the G. C. & S. F. R. Y., will be \$15.50.
The rates from points on our line I give in detail as follows:

STATION.	RATE.
El Paso.	\$29.95
Marfa.	29.95
Del Rio.	23.40
Eagle Pass.	23.35
Uvalde.	21.10
San Antonio.	18.30
Seguin.	17.30
Luling.	16.80
Gonzales.	16.80
Elk River.	16.00
Schulenburg.	16.00
Weimar.	16.00
Columbus.	15.50
La Grange.	15.50
Eagle Lake.	15.50
Rosenberg.	15.50
Wharton.	16.15
Victoria.	17.15
Cuero.	17.15
Beaverville.	17.50
Houston.	15.50
Galveston.	16.70
Beaumont.	15.50
Port Neches.	15.50
Lake Charles.	15.50
Welsh.	15.50
Jennings.	15.50
Crawley.	15.50
Lafayette.	15.50

The ticket will be on sale June 19th, 20th and 21st, and will be good for return within ten days from date of sale. And additional limit of ten days for return, making twenty days in all, will be afforded by the purchaser of the ticket depositing it with the agent of the L. & N. R. R., which agent will give a receipt, which is to be surrendered by the passenger with the required limit for the ticket to be returned with the necessary extension made on it.

The Southern Pacific route affords the unusual advantage of two trains daily, making connection with the L. & N. R. R. at New Orleans directly, without the necessity of a "bus transfer," the L. & N. train passing through the Southern Pacific grounds, and having representatives, ticket and passenger, on hand to serve the wants and necessities of passengers.
Ample accommodations in sleepers and day coaches will be furnished, so that there will be no crowding or discomforts.
If it develops that the business will warrant our making the arrangements, a solid special train will be started out from Houston, passing through to Nashville without change.
The sponsor for the state with her maids of honor will use the Southern Pacific route, leaving Houston on the evening of June 20th, and will arrive at Nashville at 6:45 a. m. on morning of 22d.
Yours truly,
L. J. PARKS,
A. G. P. & T. A.

Texas & Pacific Freight Rates.
The following rates are now effective from seaboard territory to El Paso:
1st 2nd 3rd 4th 5th
Class Class Class Class Class
El Paso \$1.52 \$1.37 \$1.32 \$0.99 \$0.84
A. B. C. D. E.
\$1.01 \$0.96 \$0.79 \$0.67 \$0.60
Boots and shoes \$1.62 per 100 pounds.
Route your freight via Morgan line, care Texas & Pacific railway at New Orleans.
B. F. DARBYSBURG, S. W. F. A.

Southern Pacific Freight Rates.
The following reduced freight rates were placed in effect May 21 from New York and seaboard territory to El Paso:
1st 2nd 3rd 4th 5th
Class Class Class Class Class
El Paso \$1.70 \$1.52 \$1.37 \$1.32 \$0.99
A. B. C. D. E.
\$1.01 \$0.96 \$0.79 \$0.67 \$0.60
Also commodity rate of \$1.62 per 100 pounds on dry goods, boots and shoes. See that your freight is routed via the Morgan steamship line in care of Southern Pacific company at New Orleans, the only through fast freight line between New York and this city.

Christian Morelein Cincinnati BEER. —AT— PHIL YOUNG'S

Dr. Oscar Wilkinson,
Late resident surgeon Eye, Ear, Nose and Throat Hospital, New Orleans, La.
SPECIALTY.
Practice confined to Ear, Eye, Nose & Throat.
Office hours, 9:30 a. m. to 12 m.; 1 to 4 p. m.
Consultation free to patients from 8 to 9:30 a. m.
ROOM 5, MOREHOUSE BLOCK.
Glasses accurately fitted.

El Paso Marble Works,
J. MORETTI, Prop.
All kinds of monument and cemetery work cut to order. Mantles, coping and iron fences at reasonable rates. Country orders will receive prompt attention. 410 El Paso street.

DR. J. G. BOYD,
Physician and Surgeon.
Office: Rooms 8 and 10. Residence: Rooms 1 and 6. Sheldon Block.

Dr. A. J. Monagin,
DENTIST.
Room 2, Bronson Block. Office hours, 8:30 to 12 a. m., 1:30 to 5 p. m.

Mrs. L. C. Edmonds,
Skillful and Artistic Dressmaker.
Direct from San Francisco. Caters for the best trade and guarantees satisfaction. Over Mathias' dry goods store, 219 El Paso St.

VAPOR BATHS.
With Massage and Medical Rubbings.
NO. 416 - - - N. OREGON ST.

Y. M. C. A. Management,
Is under the care of
J. S. Reynolds, J. H. Harper,
Dr. A. E. Brown, Prof. Putnam,
A. G. Foster, F. E. Morris,
Millard Patterson, J. C. Armstrong,
Allen Blacker, E. S. W. Neff,
Chas. Rokahr, J. A. Smith.
Gymnasium,
Baths,
Reading Room,
Library
And Social Games.
Open from 9 a. m. to 10 p. m.
WM. SLOAN, Gen. Sec'y.

For Sale at HERALD
JOB OFFICE:
Typewriter Paper, Mining Location Notices, Blank Leases, Vendor's Lien Notes, House Rent Books, Conditional Sale Contracts or Chattel Mortgages; Application For Importation of Cattle With Affidavit.

Pure Deming Water
Delivered to any part of the city.
Phone - - - 114

Texas and Pacific Excursion List.
The Texas & Pacific, "El Paso route," have inaugurated through sleeper service between El Paso and Nashville, Tenn., to accommodate the transit of the exposition. Leave El Paso at 2 p. m., city time, arrive at Nashville at 11:00 p. m. second evening out.

For the Tennessee Centennial and International exposition to be held at Nashville, Tenn., May 1st to November 1st, 1897, reduced rates are offered you by the "El Paso route," Texas & Pacific railway as follows: Tickets on sale April 14th and from April 28th to October 15th inclusive, final limit for return November 7th, 1897, at the rate of \$56.15, El Paso to Nashville and return. Tickets on sale April 29th to October 15th, inclusive, limited to twenty days from date of sale at \$41.20 El Paso to Nashville and return.

In addition to the above there will be reduced rates via "El Paso route," Texas and Pacific to meetings to be held in Buffalo, N. Y., G. A. R. National Encampment in August, Annual convention National Educational association, Milwaukee, July 6th to 9th; further information call on or address, E. S. STEPHENS, B. F. DARBYSBURG, Depot agent, S. W. F. & P. A.

New Gold Fields.
Owing to some very recent discoveries the Red River district gold fields are becoming as widely celebrated as Cripple Creek, and as the snow has begun to melt prospectors and miners are moving in rapidly. Take the Santa Fe route to Springer, N. M., thence by stage, daily, to Elizabethtown, Hematite, Baldy, Cimarron and Red River City. Tickets and all particulars at the city ticket office, or depot. E. COPLAND, General Agent.

Mexican Central Railway.
Is the only standard gauge line between the United States border and Mexico City.
Mexico is known as an all the year round tourist resort for pleasure travel. Health resorts and mineral springs adapted to all the various ills to which human flesh is heir are found in the great country. Climate unsurpassed. For full particulars address
R. E. COMFORT, Com'l Agent, El Paso, Texas.
Holden's Positive Pile Cure.
Suffers use it. Relief will be speedy and cure positive and permanent if directions are strictly followed. For sale by Kelly & Pollard, druggists.



TAKETHE SANTA FE.

The Most Direct Line
TO
Kansas City, Boston,
St. Louis, New York,
Chicago, Philadelphia
Denver, Omaha, St. Paul,
And all Northern and Eastern Points
Through Trains, Fast Time,
Smooth Track.
Elegant Pullman Palace Sleepers on all through trains. Daily Tourist Sleeping cars to Denver, Kansas City and Chicago. Tourist sleeping cars semi-weekly to St. Paul, Minneapolis and once each week to St. Louis and Boston.

All trains not having dining cars stop for meals at the famous Santa Fe Route, Harvey House district hotels.
Full information cheerfully furnished upon application to
J. S. MORRISON, E. COPLAND,
City Ticket Agent, General Agent,
Office, Fargo Building, Corner El Paso and San Antonio Streets.
W. B. TRULL, Agent at Depot.

TO MERCHANTS:

Money-making is an art. Inform people of your wares With your low prices And they will buy.

ADVERTISING

Is the method needed. DO YOU advertise? And advertise JUDICIOUSLY? Read SHORT TALKS, By Chas. Austin Bates, And get NEW IDEAS.

DESIGNS

And cuts are attractive. Money-makers use them. We can furnish you New and beautiful designs.

THE HERALD

Is a choice medium of Carrying your information To the purchasing public.

LOOK AT THE CLOUDS FROM THE TOP

and so see the silver lining. You can do it from our trains. We go above them in places.

THE MEXICAN CENTRAL RAILWAY

with its two thousand miles of track, reaches all the principal places of interest. Address the undersigned for full and reliable information: R. E. Comfort, Com'l Agent, El Paso.